



Intensive POD

Programming on Demand | Brightline HFT 3930

As leaders in hospitality service excellence, students will take a trip on the Brightline from Miami to Orlando and back. This POD includes one-night accommodation in Orlando.

During this POD, students will:

- *Assess Brightline's current strategic initiatives*
- *Understand potential partnerships between Brightline and the hospitality & tourism businesses across Florida*
- *Evaluate strategic opportunities for Brightline*
- *Develop a customer experience (CX) strategic plan for Brightline to enhance the company's connection with the hospitality industry in South & Central Florida*

Schedule

Fall 2023

September 15 - 16

To register,
please search for the
course in your
my.fiu.edu account

Questions? Contact
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